

Seminar/Workshop on New Technologies in Satellite and Ground Network

SITA

Daniel Coslovsky – Business Development Director
Mauro Diniz – Senior Solution Designer



LIMA , 18-20July2011

Agenda

Part I

- Who we are
- New Trends & Challenges in ground communications networks
- Terrestrial solutions, today and tomorrow
- Customers expectation
- Technical Solution
- SITA's key bennefits

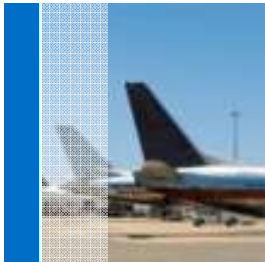


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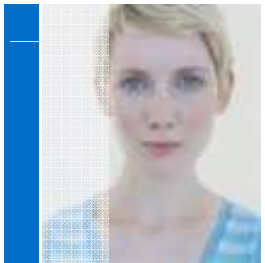
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Who is SITA ?

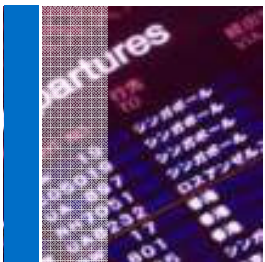
We are the world's leading specialists in air transport communications and IT solutions



SITA is the only global provider of IT business solutions and communication services for the air transport industry – owned entirely by its Members. We are a community of around 530 airline, airport, aerospace, cargo and GDS members and over 3,200 customers



Created and owned by the air transport community, SITA is the community's dedicated partner for information and communications technology. We are a community of around 530 airline, airport, aerospace, cargo, GDS members, government and over 3,200 customers



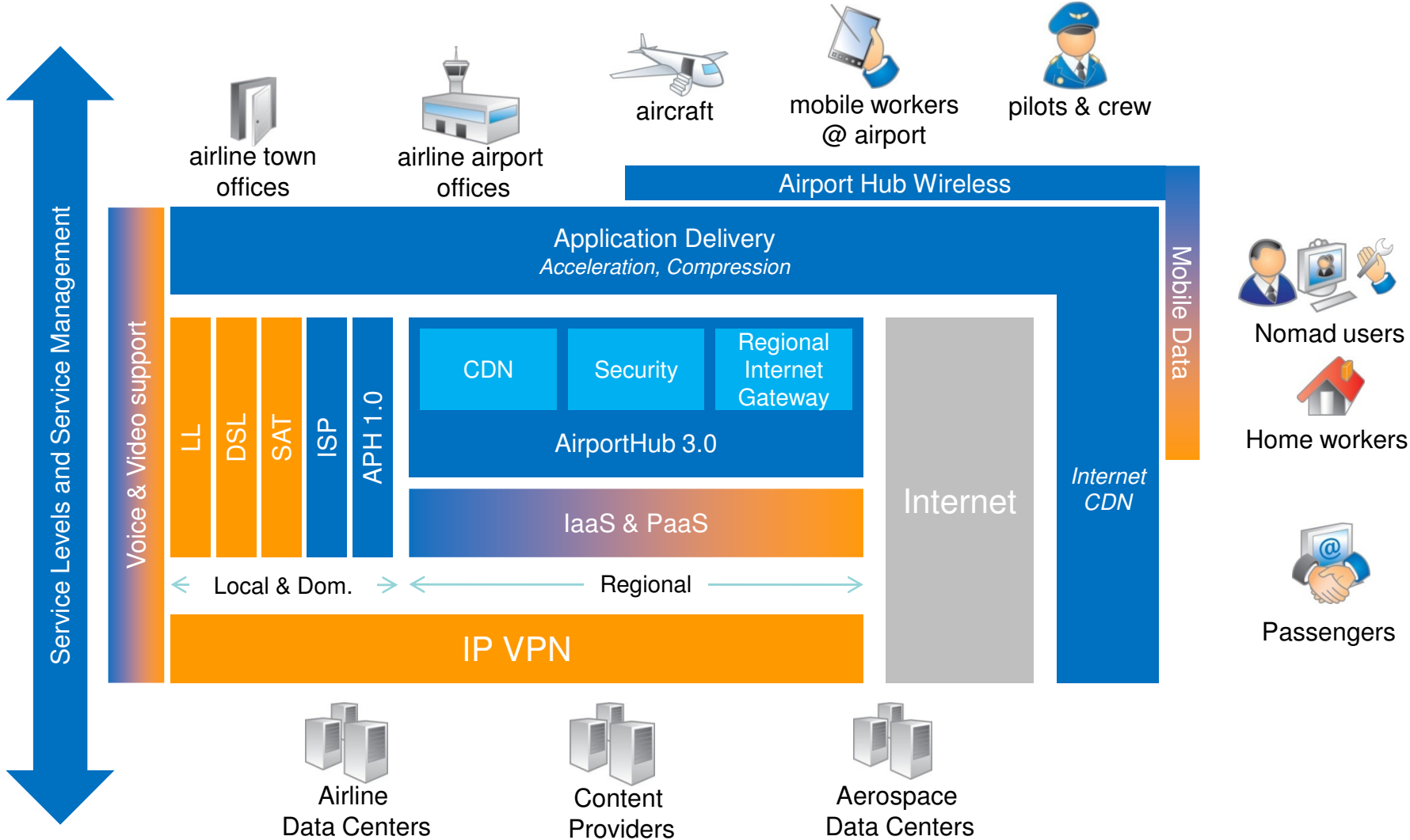
We are one of world's most international companies. Our global reach is based on local presence, with over 4,700 staff worldwide of 140 nationalities, speaking over 70 languages



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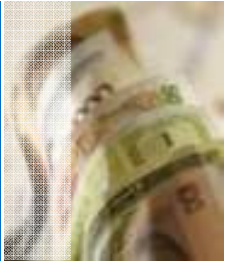
SITA Network Business Solutions



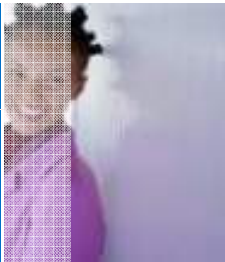
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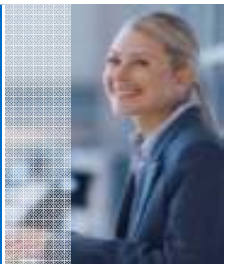
Our business today



Over US\$1.4 billion revenue annually



New business: over US\$1 billion



Over 98% of customers are satisfied, or very satisfied with our service



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Our customers



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Our portfolio



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New Trends & Challenges in ground communications networks

- Last mile and access circuits have been always considered the most sensitive piece of the telecom service solution
- New technologies have improved dramatically the availability and performance of last mile and access circuit
- Since line errors are not so frequent as in the past today we cant with more bandwidth for real utilization and not link control. (smaller overhead)
- Although there is a smaller overhead today, applications are increasing the band requirements
- Applications are always demanding for more band and real time
- It is important to ensure, all the time, the good health of the systems (proactive monitoring for example).
- Heterogeneous and legacy networks are more expensive to manage and maintain



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Network Trends and Challenges

- Major network business transformation
 - New applications, voice and video driving bandwidth demand
 - Virtualization and Cloud computing
 - Need for network on demand (instead of Bandwidth on demand)
- Complexity is increasing exponentially
 - Performance to be managed end-to-end at application level
 - Increasing number of Mobile users (Contact Centers agents, Aircraft, Crew...)
 - More complex service mix on the network
 - Shorter technology cycles, more vendors, products, services
 - Aircraft integration into airline IT
 - Increasing impact of IT related traffic: software updates, back-up...

Bandwidth

Performance

Cost

Flexibility

Cloud
Computing

Aircraft



Terrestrial solutions, today and tomorrow

■ Today

- Clear migration from old and legacy wired solutions to new Fiber and digital radios
- Migration in this direction has started in the big centers (cities) moving to the inland cities
- Airports are grey zones typically poor on Telecommunication Infra. Central airports are improving fast.
- High speed circuits are moving to “metro ETH” based solutions

■ Tomorrow

- Consolidation of the new technologies
- Wireless solutions being used for normal and critical applications
- Network optimization solutions to enhance application performance and contribute with cost control
- Clear demand for application performance monitoring
- Management reports will become critical and indispensable
- Auditing tools are more important than the SLA fines



Customers expectation

- Single Point of contact
- Upon the network complexity, a Customer Service Manager
- Central help desk, 24h/365d with local language support
- Local Presence
- Keep technology update (refreshing as much as possible)
- Total Cost of Ownership
- Network scalability and flexibility
- Voice platform integration, no matter how different they are
- Mission Critical treatment



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